



Q2 2022 Strategic Action Plan Update

As the summer brings a return to activity not seen since before the pandemic, work continues that strengthens the foundation for service excellence, showcases library expertise and helps to solidify our role as a community partner attuned to community needs.

Goal 1: A Community-Driven Library

We are inspired by our community. We are committed not only to strategically using our resources to support community needs, but also to further existing initiatives.

Objective B: Gather and use data and information to guide decisions, provide assessment measures, and allow for clear reporting.

Using ARPA grant funds, OPL is participating in City Library Collective activities that support member efforts to integrate “whole person” informed practices into library services. OPL is contributing incident data; distributing a CLC-developed community survey; and sharing information about service offerings, partnerships, internal communication and staff development efforts. These shared tools and techniques will be vetted for inclusion in a new website and toolkit under development as a resource for CLC libraries. These activities will also serve the library’s efforts to integrate whole person service into a new customer service model.

Objective C: Increase and strengthen community partnerships to build the library’s reputation as a trusted collaborator and a place where people and ideas come together.

Ongoing relationships with community partners put the library in a position to collaborate to meet emerging community needs in recent months.

- The library became a distribution site for free COVID-19 test kits via the Winnebago County Health Department and baby formula from the Oshkosh Area Community Pantry.
- Ongoing dialogue with the Day By Day warming shelter led to the creation of a Comfort Cabinet at the library, which holds basic hygiene items for anyone who needs them.
- Day by Day staff are holding regular office hours at the library one afternoon each week to help people access resources for housing, employment, food, health, transportation and other needs.

Goal 2: A library card that matters.

We want our library card to offer value to all community members, so we will stay attuned to people’s lives and goals.

Objective A: Increase active use of new and existing library cards.

To create a more welcoming experience for library patrons, five-minute tours for each floor have been developed, to help orient new cardholders based on the way they plan to use the library and give existing cardholders additional information based on their interests.

Goal 3: A catalyst for learning and growth

Our commitment to our community can be found in our building, in our virtual spaces, and in all the work we do and the resources we provide. As a community catalyst, we understand that it is our role to learn from and respond to the needs, goals and aspirations of the people of our community.

Objective A: Increase visits to the physical library.

The Customer Service Committee is meeting regularly to work on the library's new customer service model and has chosen an organizational framework for the project. Deliverables will include service standards, related language for position descriptions and support documentation for reference and staff training.

To prepare staff to meet the evolving needs of library patrons, all staff (except pages) participated in a live session or viewed a recording on Whole Person Librarianship, presented by author Sara Zettervall. Copies of the WPL book were made available to staff.

OPL moved into another phase of training in mid-June to better acquaint staff with local agencies and human service programs. Lunch & Learn programs with service providers from Oshkosh Police Department, Winnebago County Human Services, Christine Ann Center and ADVOCAP have been attended by 26 staff. Summaries of the programs and resource links are posted to the library's Intranet for staff not in attendance. Lunch & Learn programs will continue through the end of 2022 and will be evaluated as part of ongoing staff development activities.

Goal 4: A provider of and connector to trusted information

Objective B: Create trusted content that informs community members and showcases the library's unique skills and collections.

Library staff is working with the Oshkosh Public Museum, a local historian and Visit Oshkosh to develop a digital historic tour highlighting a period of Oshkosh history (1875-1920) when the Sawdust City courted respectability in opposition to its rough and tumble reputation.

Our local history librarian is also in the process of migrating the Washington Avenue Historic Tour, a digital history the library created of a neoclassical historic district in Downtown Oshkosh, to the platform being used for the new project. The previous platform used for this tour is no longer available.

A new onboarding process, Forward Together, has been finalized for OPL. It includes a guide for bringing on new hires; activities that introduce new staff to the library; supporting information about organizational structure and purpose; and resources to help staff do their jobs. The process is designed to create a clear path forward, with staff working in unison to achieve common goals. The process will be refined as needed and attention will shift to ongoing staff development.

In addition to new hires, staff who joined OPL over the past year will also meet with the library director to discuss the strategic goals that guide library service and unearth additional ideas for fostering staff engagement.